

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) An information server containing a database of records wherein each record is identified by a location tag and contains information about a particular location; wherein at least some of the location tags correspond to location tags positioned around corresponding locations and are neither descriptive of the name of ~~organisations which conducts~~ organizations which conduct business at the corresponding particular locations nor form part of the address of those locations; and wherein a user may remotely access and query the database using a telephone keypad to enter a location tag to retrieve information about a particular location contained in a record identified by that location tag.

2. (Currently amended) ~~A~~The server according to claim 1, wherein each location tag consists only of numbers 0 to 9 and star (*) and hash (#) symbols.

3. (Currently amended) A-The server according to claim 2, wherein each location tag consists only of numbers 0 to 9.

4. (Currently amended) A-The server according to any preceding claim, wherein at least one record contains the co-ordinates of a particular location.

5. (Currently amended) A-The server according to ~~any preceding claim~~claim 1, wherein at least one record contains the address of a particular location.

6. (Currently amended) A-The server according to ~~any preceding claim~~claim 1, wherein at least one record contains directions to a particular location.

7. (Currently amended) A-The server according to ~~any preceding claim~~claim 1, wherein at least one record contains information about an ~~organisation~~organization which conducts business at a particular location.

8. (Currently amended) A telephone adapted to connect to an information server containing a database of records wherein each record is identified by a location tag and contains information about a particular location; wherein at least some of the location tags correspond to location tags positioned around corresponding locations and are neither descriptive of the name of organisations which conducts organizations which conduct business at the corresponding particular locations nor form part of the address of those locations; and wherein a user may remotely access and query the database using the telephones keypad to enter a location tag to retrieve information about a particular location contained in a record identified by that location tag.

9. (Currently amended) A—The telephone according to claim 8, wherein the database can be queried by a user entering or having previously entered a location tag on the telephone's keypad using only numbers 0 to 9 and star (*) and hash (#) symbols.

10. (Currently amended) A—The telephone according to claim 9, wherein the database can be queried by a user entering or having previously entered a location tag on the telephone's keypad using

only numbers 0 to 9.

11. (Currently amended) A The telephone according to ~~any of claims 8 to 10~~ claim 8, wherein the information about a particular location retrieved from the server contains either the co-ordinates of that particular location, the address of that particular location or directions to that particular location; and wherein the telephone is configured to provide to the user directions to that particular location from the telephone's present location.

12. (Currently amended) A The telephone according to claim 11, wherein the telephone comprises position determining means to determine its present location.

13. (Currently amended) A sign located at a particular location and ~~conveying~~ depicting a location tag which identifies a particular record in a database containing information about that location, wherein the location tag is one of many such location tags held in the data base, at least some of which are neither descriptive of the name of an ~~organisation~~ organization which conducts business at that location nor forms part of the address of

that location.

14. (Currently amended) A-The sign according to claim 13, wherein the location tag it ~~conveys depicts~~ is neither descriptive of the name of an ~~organisation~~ organization which conducts business at that location nor forms part of the address of that location.

15. (Currently amended) A-The sign according to claim 13-~~or claim~~ 14, wherein the location tag consists exclusively of numbers 0 to 9, star (*) and hash (#) symbols.

16. (Currently amended) A-The sign according to claim 15, wherein the location tag consists exclusively of numbers 0 to 9.

17. (Currently amended) A-The sign according to ~~any of claims 13 to 16~~ claim 13 in the form of a wall plaque appended to a building wherein information contained in a record in the database identified by that location tag relates to an ~~organisation~~ organization which conducts business in that building.

18. (New) The sign according to claim 13, wherein the location tag

it conveys is arbitrarily assigned to correspond to the particular location.

19. (New) The sign according to claim 13, wherein the location tag is affixed to a building at the particular location.